SAMSUNG ELECTRONICS

BD-P2500

Rev. Date:08/04/08

Samsung once again delivers with its newest generation Blu-Ray disc player to bring Full HD into your home. Complete with HQV processing, the gold standard in video scaling.

Model #	Playback	Output	BD Profile	Format Playback	Ethernet	Audio
BD-P2500	1080p/1080i/720p	HDMI-CEC, component video, S-video outputs	BD Live	BluRay, DVD, CD	Yes	7.1 Analog output, Dolby Dolby True HD, DTS HD Master Audio

Added Features

BD-P2500	BD-P1500
BD Live	BD-Live Ready
7.1 DTS-HD MA Bitstream, Dolby Digital, Dolby Digital+, Dolby TrueHD, dts	7.1 DTS-HD MA Bitstream, Dolby Digital, Dolby Digital+, Dolby TrueHD, dts
7-Channel Analog Audio Output	2-Channel Analog Audio Output
Ethernet Port	Ethernet Port
USB Port	USB Port
HQV Processing	N/A

Key Selling Points	Items
HQV Processing	Get the most from your Blu-ray content and your DVD collection thanks to Hollywood Quality Video processing.
BD Live	Get content related to your movie from the internet straight into the BD-P2500.
7.1 Channel Audio Support	Whether you have the latest home theater receiver with HDMI switching or an older one with 7.1 analog inputs, the BD-P2500 will make the most of any audio format on your discs.
24FPS support	See your movies on a compatible TV they way they are projected at the movie theater.

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How to sell

Qualifying

Tell me about the television this will be connected to? No matter what kind of HDTV your customer owns, Blu-ray content will optimize its picture quality… though Full HD 1080p will let them make the most of their new Blu-ray player.

How many DVD movies do you own? 90% of families own the majority of their movie collection in standard DVD format. The BD-P2500 uses state of the art HQV processing to upscale standard definition DVDs to 1080p, at nearly HD quality.

Presentation

Samsung Experience: Samsung was the first manufacturer to offer a stand-alone Blu-ray player, the BD-P1000. The BD-P2500 represents Samsung's 5th generation of player, making them one of the most experienced manufacturers. This experience can be seen in things like one of the fastest disc loading times and the first manufacturer to have a player that can be made BD Live compliant.
Demo: Open the tray, drop in a disc and then close the tray. Compare how long it takes for the disc menu to pop up to that of other BD players.

Anynet+™: With a the BD-P2500 connected to a Samsung Anynet+ display, turn everything off and then ask your customer to place a movie in the tray and let the Blu-ray player turn the television turn on and switch to the right input and begin to play. This is in comparison to the multitude of buttons this same action would take with not compliant products.

Complete Solution

- Full HD HDTV: Blu-ray is the easiest way to get 1080p into a home. It is the highest quality picture that people can buy in 2008.
- Home Theater: George Lucas says that sound is "at least 50% of the movie experience". Help your customers get that experience easily with an HDMI switching home theater like the HT-AS720 from Samsung.
- HDMI Cable: HDMI offers the best possible signal, but not all cables are the same. Better HDMI cables will ensure that the processors in the set have all of the information they need to create the best possible signal.
- Power Conditioning: These players need to be advanced computers to ensure the picture is as good as possible. To that end, they will be affected by fluctuations in power. Make sure that they have the cleanest power to provide the clearest picture.

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For the Samsung Field Team Only

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Frequently Asked Questions (FAQ's)

Q: Why Blu-ray?

A: Blu-ray, also known as Blu-ray Disc (BD) is the name of a next-generation optical disc format. The format was developed to enable recording, rewriting and playback of high-definition video (HD), as well as storing large amounts of data. Standard definition (SD), the video on standard DVD, has up to 480 visible lines of detail, where Blu-ray has as many as 1,080. With 5 times the resolution, Blu-ray video looks sharper and clearer than regular video. You will also benefit from enhanced menu navigation, increased capacity for bonus features and new interactive capabilities.

Q: What is HQV processing?

A:

Q: What is the difference between the BD-P2500 and the BD-P2550?

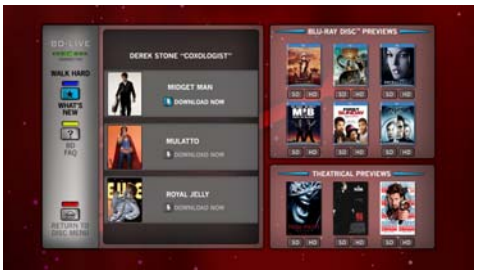
A: The 2550 is a Best Buy only piece that adds access to some of Best Buy's on-line content. At launch this will be Pandora music service but there may be other services as time goes on. Also, the BD-P2550 will not be BD-Live compliant out of the box. There will be a firmware for it at a later date.

Q: What is xvYCC and why is it important?

A: The term xvYCC refers to Extended-gamut YCC. XvYCC is a color gamut meaning that it is the entire range of colors that are available a digital monitor or television xvYCC supports 1.8 times more colors than the RGB color space used in analog television.

Q: What is BD Live or BD Profile 2.0?

A: These two terms are the same thing and refer to a feature that is implemented on discs some discs. BD Live allows the studio to make additional content available after the disc has been printed. This content may be access to on-line games based on the movie, additional commentary and scenes or access to trailers for new movies that the viewer might find interesting (see menu picture from "Walk Hard" above). Below is a comparison of the different profiles taken from Wikipedia.com



Feature	BD-Video	Bonus View	BD-Live	BD-Audio
	Grace Period – Profile 1.0	Final Standard – Profile 1.1	Profile 2.0	Profile 3.0 [c]
Built-in persistent memory	64 KB	64 KB	64 KB	-
Local storage capability[a]	–	256 MB	1 GB	-

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Secondary video decoder (PiP)	Optional	Mandatory	Mandatory	-
Secondary audio decoder[b]	Optional	Mandatory	Mandatory	-
Virtual file system	Optional	Mandatory	Mandatory	-
Internet connection capability	No	No	Mandatory	-

^ a This is used for storing audio/video and title updates. It can either be built in memory or removable media, such as a memory card or USB flash memory.
^ b A secondary audio decoder is typically used for interactive audio and commentary.
^ c Profile 3.0 is a separate profile for audio discs, similar to the difference between DVD-Video and DVD-Audio. No BD-Audio releases have so far been announced.

Q: What does 24fps support really do?

A: Bluray players which support 24fps allow all the original information to be input to the television without degrading the signal quality. Players that don't support this feature process as seen below:
1080p(30) → 1080i(60) → 1080p(60)
Player which support 24 frames per second can skip the interlaced portion of the processing, maintaining a progressive scan signal the whole time:
1080p(24) → 1080p(60)

Note: The television and Bluray disc must also support 24fps

Q: What is the easiest way to upgrade my firmware?

A: Having you player hardwired to the an Ethernet connection is the best way to make sure you have the latest firmware. The BD-P2500 will automatically look for the latest version from Samsung servers.

Q: If I don't have an Ethernet connection how do I get firmware for the BD-P2500?

A: There are three ways to go about it:

- Download the update to your PC from www.samsung.com, then burn it to a blank CD-R or DVD-R disc and insert the disc into the BD-P1500. The player will recognize that the disc has a firmware update on it and ask if you want to install it. More information can be found here.
- Download the update to your PC from www.samsung.com, then load it onto an empty USB thumb drive. Insert the thumb drive into the USB Host jack on the back of the player, turn it on and follow the on-screen menu.

Q: Is there a wireless option for connecting the BD-P2500 to the internet?

A: While there is no wireless solution designed specifically for the BD-P1500, there are several products that will "bridge" from wired to wireless. Check:

- Linksys WET54G
- DLink DGL-3420

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Q:	What is the difference between an up-converting DVD player and a Blu-Ray player?
A:	Very simply, you can enjoy a standard DVD using an up-converting player and a compatible HDTV, but the resolution isn't a native HD signal. Only a Blu-Ray disc is going to deliver true HD at resolutions up to 1920x1080p.
Q:	What is the status of down converting content through component connections?
A:	This is still a function of the Image Constraint Token (ICT), an option that movie studios *might* use to restrict quality on component outputs because of copying fears. This feature is still part of the AACS copy-protection system also adopted by HD-DVD. It will be up to each movie studio to decide if they want to use this "feature" on their releases or not. The good news is that Sony, Disney, Fox, Paramount, MGM and Universal have already stated that they still have no intention of using this feature. If copying becomes an issue, they might start using it on future titles. The other studios, which have yet to announce their plans, will most likely follow suit to avoid getting bad publicity. If you have an HDMI connection on your TV (or DVI with HDCP), then you shouldn't have to worry.
Q:	What is Dolby True-D and Dolby Digital Plus?
A:	From the Dolby Labs website: Dolby® True-HD is Dolby's next-generation lossless technology developed for high-definition disc-based media. Dolby TrueHD delivers tantalizing sound that is bit-for-bit identical to the studio master, unlocking the true high-definition entertainment experience on next-generation discs. When coupled with high-definition video, Dolby TrueHD offers an unprecedented home theater experience that lets you enjoy sound as stunning as the high-definition picture. • 100 percent lossless coding technology. • Up to 18 Mbps bit rate. • Supports up to eight full-range channels of 24-bit/96 kHz audio.* • Supported by High-Definition Media Interface (HDMI™), the new single-cable digital connection for audio and video. • Supports extensive metadata including dialogue normalization and dynamic range control. Dolby® Digital Plus is the next-generation audio technology for all high-definition programming and media. It combines the efficiency to meet future broadcast demands with the power and flexibility to realize the full audio potential of the upcoming high-definition experience. Built on Dolby Digital, the multichannel audio standard for DVD and HD broadcasts worldwide, Dolby Digital Plus was designed for the delivery formats of the

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	future, but remains fully compatible with all current A/V receivers. With Dolby Digital Plus, you get even higher quality audio, more channels, and greater flexibility. Amaze your ears. • Multichannel sound with discrete channel output. • Channel and program extensions can carry multichannel audio programs of up to 7.1 channels* and support multiple programs in a single encoded bitstream. • Outputs a Dolby Digital bitstream for playback on existing Dolby Digital systems. • Supports data rates as high as 6 Mbps. • Bit rate performance of at least 3 Mbps on HD DVD and up to 1.7 Mbps on Blu-ray Disc. • Accurately reproduces what the director and producer intended. • Interactive mixing and streaming capability in advanced systems. • Supported by HDMI™, the new single-cable digital connection for high-definition audio and video
Q:	What is DTS-HD Master Audio?
A:	From the DTS Website: DTS-HD Master Audio is capable of delivering audio that is a bit-for-bit identical to the studio master. DTS-HD Master Audio delivers audio at super high variable bit rates -24.5 mega-bits per second (Mbps) on Blu-ray discs and 18.0 Mbps on HD-DVD - that are significantly higher than standard DVDs . This bit stream is so "fast" and the transfer rate is so "high" that it can deliver the Holy Grail of audio: 7.1 audio channels at 96k sampling frequency/24 bit depths that are identical to the original. With DTS-HD Master Audio, you will be able to experience movies and music, exactly as the artist intended: clear, pure, and uncompromised.
Q:	Why does a Blu-ray player need firmware upgrades? Is there something wrong with these players?
A:	Blu-ray players will from time to time need a firmware upgrade in order to keep up with the advances in Blu-ray technology being made by the movie studios. Often when a new Blu-ray disc is released, the studios will have included some new trick or feature that they had not previously used. The studios do notify the player manufacturers of the changes, and the firmware upgrades allow you to keep your player up to date. The good news is that with the BD-P1500, you can do it directly through the Ethernet port, making your Samsung BD-P1500 future proof.

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